What is the Importance of Marketing in Business?

Marketing in business is the process of getting potential customers and products or services together. Dictionary.com defines marketing as “The action or business of promoting and selling products or services.” In simple words, marketing is the process of attracting potential customers and clients to a product or service. It involves researching, promoting, advertising, selling, and distributing a company’s products and services.

For businesses, marketing means the process of getting potential customers and products or services together. It seeks to match the company’s products and services to customers’ needs.

Initially, marketing consisted of chasing potential customers with promotions without understanding the needs and wants of the target audience. But today, every organization has dedicated marketing teams which develop marketing strategies focused on – selling quality products and services catering to the target audience’s needs. These teams perform various tasks including market research, product promotion, and selling and distribution of products. In addition, they continuously work towards introducing new plans to increase sales and grow their customer base.

Why is marketing so important?

Every company needs to apply marketing strategies to: increase sales, define products or services, create connections with new collaborators or partners, get new customers, build customer loyalty, create a brand, internationalize the company through the media...

And that, in a nutshell, is the reason why digital or offline marketing is so important for any business, no matter how small it is.

As we've told you at some point, marketing is the backbone of any business, although other departments such as human resources or accounting are of vital importance; there could be no growth without marketing actions.